

NATIONAL FOREIGN ASSESSMENT CENTER

WASHINGTON, D. C. 20505

17 August 1981

NOTE FOR: Director, FBIS

SUBJECT: Unsolicited Proposal to Survey the
Printing Media of Latin America and
the Caribbean

John
I have had our Office of Central Reference review the attached unsolicited proposal to survey the printed media of Latin America and the Caribbean. They have done so, and have expressed some interest in pursuing it. They have advised me, however, that FBIS is more properly the Agency component to oversee such work.

Would you please have the proposal reviewed and let me know what you think? Thanks.

R. E. Hineman
DD/NFAC

Attachment:
As Stated

STAT

TRANSMITTAL SLIP		DATE Aug
TO: C/ELAD		
ROOM NO.	BUILDING	
REMARKS:		
<p>1. Anybody know this man?</p> <p>2. Strikes me:</p> <ul style="list-style-type: none"> -as a boondoggle -that we know much of this already, and what we don't know is not essential to effective L.A. press exploitation. -that we could, if need be, do most of such a project ourselves without paying someone to do it for us, with a great trip thrown in. 		
FROM: <i>PD</i>		
ROOM NO. C/Prod	BUILDING	EXTENSION

FORM NO. **241**
1 FEB 55

REPLACES FORM 36-8
WHICH MAY BE USED

(47)

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2. DD/FBIS	<i>m</i>	8/25
3. D/POIS	<i>j</i>	
4.		
5.		
Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
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Comment	Investigate	Signature
Coordination	Justify	

REMARKS

Chief/Prod's observations are right on mark. We already know much of the information to be gathered, and what we don't know isn't necessary for our operation. Further, if we do need to know something more about our sources, we ask the embassies. Additionally, our IO's take advantage of orientation trips to check on new publications. In sum, see no gain for us from such study.

gno

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5041-102

OPTIONAL FORM 41 (Rev. 7-76)
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FPMR (41 CFR) 101-11.206

ROUTING AND TRANSMITTAL SLIP

Date

20 Aug 81

TO: (Name, office symbol, room number,
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Initials Date

1. D/FBIS

2.

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5.

Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

REMARKS

J.P. I can't see what possible interest
could be to FBIS. ICA does this sort
of thing at the time. If anyone has an
interest, it would be CA Staff. (What a
boondoggle. fdc

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5041-102

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FROM

Misc. 86-81

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R. E. Hineman

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SUBJECT

Memo: Sub: Unsolicited proposal to survey the printing media of Latin America and
the Caribbean

INFO

ACTION

COMMENT

CONCURRENCE

PREPARE
REPLY

RECOMMENDATION

RETURN

FILE

ROUTING

DATE

INITIALS

REMARKS

1. DD/FBIS

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2. D/FBIS

20 Aug

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4. C/PROO

21 Aug 81

RHS

5. C/ELAD

24 Aug

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6. C/PROO

24 Aug

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7. D/FBIS

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L. Larson

2-4:5, I would appreciate a brief comment
on the attached. Anyone know

STAT

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FORM 3970

FBIS REGISTRY ROUTING SLIP

(13-40)

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C/ADMIN
201 FILE
✓ EXEC. REG.

27 August 1981

FOR: DD/NFAC

SUBJECT: Proposal for [] to Survey
Printed Media of Latin America and the
Caribbean*Even,*

At your request we have reviewed the proposal by [] Our conclusion is that the proposal is not of interest to FBIS. The survey would probably not add very much useful information to our knowledge of the printed media in the region. Our linguists who travel to the region do have the opportunity to check on the kinds of materials that presumably would be included in such a survey. If it would be helpful, we would be happy to discuss this further with the Office of Central Reference.

[]

D/FBIS

[] 1

Distribution:

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NFAC 5099-81 STAT

August 11, 1981

Mr. John McMahon
Director
National Foreign Assessment Center
Central Intelligence Agency
Washington, D. C. 20505

Mr. McMahon:

Enclosed is a one page outline of a program to fully study the printed media of Latin America and the Caribbean.

I will require both institutional and financial backing in order to carry out the study.

I anticipate having the endorsement of the Inter American Press Association, with which I was employed, though they would be unable to offer the type of financial support I need.

I would welcome knowing if this type of program fits within the Agency's parameters, and if so, how might we further study its potential development? May I know your thoughts?

Sincerely,

STAT

OUTLINE
LATIN AMERICAN AND CARIBBEAN
PRINTED MEDIA

This three part project will supply, at its conclusion, the following:

- A. A listing, brief description and sample of the printed media of Latin America and the Caribbean.
 - B. A country-by-country analysis.
 - C. A summary and analysis of the area's printed media.
-

A. Each country will be visited, with the larger countries being visited several times, at which time samples of its printed media will be purchased, logged and described according to circulation, political or trade affiliation (if any), reader profile, area of distribution, a copy of the audited circulation, brief description of the publication, including area of coverage and appeal, as well as assesment of production quality and analysis of advertising content. All elements will be included contingent upon their availability.

B. The country will be studied in terms of the overall quality of its printed media, sectoral development and lack of and sponsorship of the media. A brief overview of the history of its printed media versus its status today and brief prognostication of potential areas of development. The results will be studied in light of interviews that will be held with members of the various media within and without the country (if the media's impact is international) as well as with select public and private leaders that could afford an opinion as to its value vis-a-vis the various sectors. Political leanings will be noted in order to arrive at the most objective analysis possible.

C. Based on previous development of categories A and B, an areal overview will be prepared taking into account present status, trends and potential areas for development while aiming at providing a complete picture of the status of the region's printed media.